

Next Steps>>

SELECTING AND IMPLEMENTING THE PREFERRED REGIONAL GROWTH VISION>>

A WINNING COMBINATION>>

Based on a combined analysis of survey responses and open-ended comments, a melding of Scenario B and Scenario C is recommended to inform future implementation efforts.

MAKING IT REAL >>

The Preferred Regional Growth Vision provides the conceptual framework; a broad-stroke expression of the community's desired growth pattern and values. Implementation of the preferred regional growth vision is primarily a local responsibility to be carried out by individual jurisdictions under the umbrella of the overarching vision.

In order for local agencies to consider and act upon the community's vision, visioning concepts must be translated into well-defined land use inputs and implementation efforts broken down into specific and manageable components.

Based on local agency feedback solicited during the regional blueprint process, a regional plan that all agencies might uniformly agree upon must also meet the following criteria:

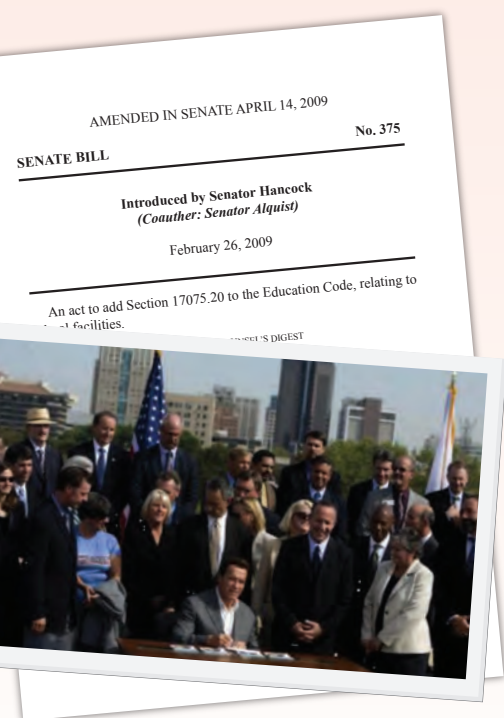
- >> Focuses on projects and policies directly tied to documented local values & priorities;
- >> Does not rely solely on public sector effort and investment for implementation;
- >> Focuses on minimally-scaled efforts and investments;
- >> Does not hinge upon another layer of rules and regulations to implement the plan; and
- >> Does not assume resources beyond the application of existing programs and funding.

REGIONAL BLUEPRINT / SUSTAINABLE COMMUNITIES STRATEGY TRANSITION>>

In light of the recent introduction of Senate Bill 375 (SB 375) and impending Sustainable Communities Strategy (SCS) planning requirements instituted by the State, it is recommended that the ShastaFORWARD>> Regional Blueprint come to a close. It is further recommended that ShastaFORWARD>> deliverables and any remaining balance of Regional Blueprint grant-funded tasks be focused toward SCS compliance.

Although an adopted SCS plan is not required until the 2014 Regional Transportation Plan (RTP) update, pursuing SCS development at this time will capitalize on the momentum generated by ShastaFORWARD>> and allow the region to build and test an SCS under real-world conditions for several years. Experience gained and lessons learned during this time will be utilized to address potential issues and allow desired modifications prior to the SCS element's formal inclusion in the RTP.

The following section outlines the steps required to develop an SCS-consistent action plan and advance the community's vision via an objective and practical process.



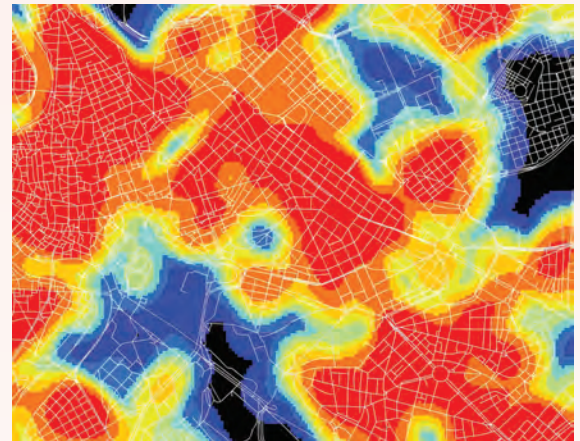
1 DEVELOP AND APPLY A MAP-BASED 'MOBILITY ASSESSMENT TOOL' (MAT) IN ORDER TO OBJECTIVELY IDENTIFY HIGH-PRIORITY LOCATIONS FOR NEW DEVELOPMENT:

MAT utilizes computer-aided mapping and travel demand modeling to isolate those areas with the highest degree of transportation system connectivity and the greatest potential for reducing vehicle miles traveled (VMT). MAT-highlighted areas have the highest visibility, the greatest probability to develop as an urban landmark and activity center, and the capacity to sustain community retail and amenities.

Outputs include a set of color-coded maps (viewed individual or combined) highlighting existing locations and 'opportunity' areas where concepts from the both the 'Urban Core & Corridors' and 'Distinct Cities & Towns' scenarios may be applied.

MAT analysis will be applied to the three-city Interstate 5 corridor and surrounding urbanized areas. Selected rural town centers located in unincorporated portions of the County may also be examined.

Sample MAT Output>>



2 DEVELOP A COMMUNITY-DRIVEN 'REGIONAL PRIORITIES COMPACT' FOR UNIFORM LOCAL AGENCY CONSIDERATION:

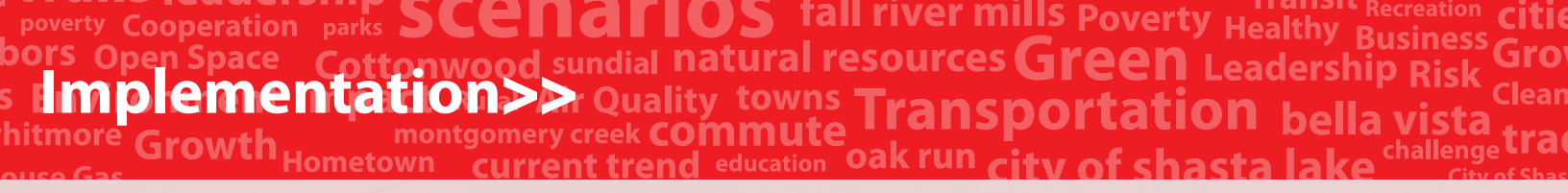
A 'Regional Priorities Compact' packages the community's values, preferred land use patterns, and specific implementation activities for local agency consideration.

Three community-based workgroups (each representing a core community value identified via the ShastaFORWARD>> process), plus a technical advisory workgroup, will be organized to develop specific action items that are consistent with both the MAT outputs and the community's values and land use vision.

The function of workgroup-generated action items is to 'seed' desirable development in locations where increased public usage, private investment, and market-driven mechanisms are most likely to ensue. Activities best able to accomplish this are those that are consistent with 'opportunity' areas highlighted via the MAT analysis. Implementation of the community's action items are intended to be undertaken at the minimum scale necessary to sway new development toward preferred locations and to encourage more transportation-efficient regional land-use patterns.

The Shasta County Regional Transportation Planning Agency (RTPA) will assist workgroups in the generation of visualizations, computer-based mapping/data analysis, community surveying, public communications, and/or other applicable support necessary to develop and substantiate recommended actions.

Together, the core community values and accompanying MAT-consistent action items will be presented to local agencies for discussion and consideration for region-wide adoption in the form of a 'Regional Priorities Compact'. Once adopted, the Compact will help ensure implementation activities are working together and may be utilized to demonstrate SCS compliance.



Implementation>>

In addition to a detailed workshop-style introduction (held jointly as a regional body and attended by the California Air Resource Board (CARB) representatives), local agencies will have a minimum of three formal opportunities to guide development of the Regional Priorities Compact:

- 1 **Workgroup organization** – Workgroups will be comprised of 5-10 individuals as designated by local agencies. A list of community stakeholders and citizens will be provided as a starting point for local agency consideration.
- 2 **Action item review** – Draft action items will be generated by community workgroups and submitted to local agencies for review and comment. The addition and subtraction of specific actions may be negotiated by local agencies in preparation for region-wide consideration.
- 3 **Acceptance of Regional Priorities Compact** – The final Regional Priorities Compact with accompanying implementation actions will be presented to local agencies for consideration and potential adoption, conditioned upon uniform region-wide acceptance.

Shasta County’s SCS approach and technical methodology for quantifying Vehicle Miles Traveled (VMT) and accompanying greenhouse gas (GHG) emission reductions will be explained to CARB at the first regional workshop. Ongoing consultation between the region and CARB staff will help to ensure CARB’s eventual approval of Shasta County’s SCS-consistent 2014 Regional Transportation Plan (RTP).

